



GLOBAL SPORTS PARTNERS, LLC

Greg Harney, President
gharney@gspartners.net

Francisco Campo, Vice President
fcampo@gspartners.net

GSA REPORT #3 – December 15, 2006

TO OUR NOC PARTNERS AND FRIENDS,

As you may be aware, the Beijing Olympic Organizing Committee (BOCOG) has distributed its initial Ticket Sales Guide for the 2008 Olympic Games. If you have not received it yet, please email Lily of BOCOG NOC Relations at lijia@beijing2008.cn so she can send another one to you.

While the deadline for the first order is not due until 1 March 2007, we are anxious to begin working with you to get estimates of what your NOC and national federations ticket needs might be. Simultaneously we are communicating with your NOC agent in your country to get a sense of their needs as well.

Unfortunately, BOCOG was not able to send a complete event schedule with specific event descriptions with this Ticket Sales Guide. BOCOG Ticketing and NOC Services are awaiting for this information from the BOCOG Sports Department which they are not sure they will receive until after the first of the year (i.e. January, 2007).

Therefore, in the interim, we have put together a BOCOG Ticket Worksheet that you and your NFs can begin to review and analyze in order to estimate any tickets you might want to order.

Please keep in mind that BOCOG has adjusted the ticket ordering process slightly from past Olympic Games. In the past, NOCs and General Sales Agents were required to order a Type II ticket when ordering a Type I ticket and this is no longer a requirement. However, because of this change, BOCOG will only allow 15 percent of a ticket order to be returned (prior to January, 2008). Therefore, we recommend that you try to be as accurate as possible in estimating your initial ticket order because basically if an order is submitted to BOCOG it becomes a confirmed request (i.e. you are committed to paying for the tickets).

Please also be aware that this worksheet does not include ticket prices. Final prices will be confirmed after Cartan Tours makes its final payment to BOCOG in Chinese RMB in February 2008 based upon currency exchange rates with the U.S. dollar at the time. The final prices will also include the IOC and BOCOG allowable handling fees (up to 20 percent).

In addition, we have not completely listed all ticket categories on this worksheet. Its our sense, in discussions with BOCOG and based upon past Games, that NOCs and GSAs will be afforded the opportunity to order tickets in the A and B priced categories while the C, D and E category tickets will be allocated to the Chinese public.

However, if you would like for us to place an order for tickets in any of these categories, please let us know. Fortunately, the ticket prices appear to be very low compared to past Games and we think you will find ordering A and B category tickets quite reasonable. For

example, the average General Sales Agent ticket prices for the finals of Boxing for the 2004 Athens Games was \$250. For Beijing, the best seat for the gold medal Boxing matches will be closer to \$65!

Once you have had a chance to review this worksheet, we welcome your immediate input and any orders you might have. If possible, we would like to get everyone's input for an initial ticket order by 31 January 2007. Please feel free to fill-in the attached ticket worksheet and then email it to gregharney@msn.com.

For your information, we have already done an initial ticket estimation for all NOCs based upon input already received, previous orders submitted and potential sports that your NOC will be participating in at the Games. However we certainly welcome, and need, your input in order to properly service your organizations and the Olympic network you have within your country.

If you have any questions about this email, please don't hesitate to contact either Greg Harney at 1-719-963-3699 or Francisco Campo at 1-719-330-2268. Remember, the attached schedule and worksheet, is an internal working document and not meant for public distribution until it can be completely verified and confirmed by BOCOG.

As always, thank your for your cooperation and if we don't have an opportunity to communicate with you before the holiday, we wish you and your NOC a very special holiday season.

Sincerely,



Greg Harney

Francisco Campo